GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3242
ANSWERED ON:11.08.2000
NEW SATELLITE CHANNELS
C. KUPPUSAMI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any viewership study has been made on three new satellite channels, Doordarshan Sports, Doordarshan News and Gyan Darshan;

(b) if so, the details thereof;

(c) if not how do Government know the percentage of viewership, peak timings etc. and how do they analyse the impact of these services;

(d) the revenue earned through advertisements on each of these three channels during the last six months; and

(e) the efforts made to popularize and get more viewers for these channels?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY)

(a),(b) & (c): No separate study has been conducted to assess the viewership of the DD- News, DD-Sports and Gyandarshan channels. However, Doordarshan is subscribing to Television Audience Measurements (TAM) Ratings which is giving the reach/ viewership of these channels at regular intervals.

(d): The revenue earned by Doordarshan through advertisements during the last six months (Feb., 2000 to July, 2000):

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Doordarshan Sports :-   Rs. 45.71 crore
Doordarshan News :-      Nil
Gyan Darshan  :-             Nil
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(e): The efforts to promote and popularize these channels include improved programming and transmission, advertisements about these channels in non electronic media, and telecasting promos on other channels of Doordarshan.